

Emotional Issues

**Marketing Modeling and
Simulation**

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5**

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Emotional issues -- The Premise

Recently, the big simulation system sales were made because of a major change in customer thinking

This change manifested itself as one or more of these emotional forces:

- Vision
- Political Imperative
- Technical Imperative
- Directive

The substitution of Modeling and Simulation will be sold by building on these forces



Vision

Customer

- Bigger by 4-10
- Goals big enough to pull the project through the down times

Expand on your customer's vision

“Make no small plans, they lack the magic to stir men's souls”



Political Imperative

An international, national, or simply public issue that changes what is politically acceptable

- Few casualties, no fratricide**
- Safety**
- Joint training**
- National threat**

Technical Imperative

A Change in Thinking that makes the project possible

- Distributed Mission Training (DMT)
- National Missile Defense (NMD)

But the substitution required may still be resisted



Directive



Nuclear power plant operator training

The DoD High Level Architecture (HLA)

July 9, 199





End

July 9, 1999

